UNITED STATES PATENT AND TRADEMARK OFFICE

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EXAMINER
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NOTIFICATION DATE	DELIVERY MODE
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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PTOL-90A (Rev. 04/07)

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on <u>18 June 2010</u>.
2a)☐ This action is **FINAL**.   2b)☒ This action is non-final.
3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) <u>1-15</u> is/are pending in the application.
   4a) Of the above claim(s) _____ is/are withdrawn from consideration.
5)☐ Claim(s) _____ is/are allowed.
6)☒ Claim(s) <u>1-15</u> is/are rejected.
7)☐ Claim(s) _____ is/are objected to.
8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.
10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.
   Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
   Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
   a)☐ All b)☐ Some * c)☐ None of:
      1.☐ Certified copies of the priority documents have been received.
      2.☐ Certified copies of the priority documents have been received in Application No. _____.
      3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
   * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)
2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3)☐ Information Disclosure Statement(s) (PTO/SB/08)
   Paper No(s)/Mail Date _____.

4)☐ Interview Summary (PTO-413)
   Paper No(s)/Mail Date. _____ .
5)☐ Notice of Informal Patent Application
6)☐ Other: _____.

DETAILED ACTION

This Office Action corresponds to application 10/718,869 filed 11/20/2003.

Continued Examination Under 37 CFR 1.114

A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 6/18/2010 has been entered.

Response to Amendment

Claims 1-15 are pending. Claims 1 and 13-15 have been amended.

Claim Objections

Claim 13 is objected to because it is believed that a semicolon should be placed after the line "monitoring information related to the lead record that is received by the processor" as to clarify the claim structure and improve readability.

Appropriate correction is respectfully requested.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in
section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are
such that the subject matter as a whole would have been obvious at the time the invention was made to a person
having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the
manner in which the invention was made.

Claims 1-2, 6-8, and 10-15 are rejected under 35 U.S.C. 103(a) as being unpatentable

over Joao U.S. Patent 6,662,194 B1 in view of Chang (U.S. Patent 2002/0147701). In the

following passages and figures, Joao teaches:

With respect to claim 1, A method comprising:

receiving inquiry data (col. 22 line 13-19 and col. 28 line 52-65; i.e. information such as

resume and/or any other pertinent data of an individual interested in a job that is obtained and

stored in database 10H) related to an inquiry (i.e. job search, abstract. Also see col. 22 line 54-

58; i.e. the individual decides whether he or she wishes to apply for any of the reported jobs

describes at least an inquiry for a job found in a listing service) of a user (col. 11 line 45-53, i.e.

an individual, prospective employee, applicant etc...) with a listing service (col. 12 line 14-15,

col. 30 line 38-47 and drawing reference 100; i.e. employers posting or listing jobs with

apparatus 100 describes a listing service) about a listing (e.g. a job) posted by an entity (col. 5

line 4; e.g. hiring entities) other than the user (col. 4 line 35-47; i.e. an individual wishing to

apply for the job);

creating, by a processor (10), a user's lead (col. 5 line 20-23, col. 6 line 35-40, i.e. an individual's offer to an employer, col. 22 line 57-58 and drawing reference 215; an individual's applying for a job) in response to the user's inquiry (col. 22 line 13-19 and figure 5A; i.e. information such as resume and/or any other pertinent data that is obtained and stored in database 10H), the user's lead (col. 6 line 35-36; e.g. offers that are tracked by the individuals) is to be pursued (col. 6 line 36; tracking all offers and col. 23 line 65-66) by the user (col. 11 line 45-53, i.e. an individual, prospective employee, applicant etc...) that makes the inquiry (col. 22 line 54-58; i.e. a decision to apply for a job) with the listing service (100), the user's lead being (col. 5 line 20-23, col. 6 line 35-40, i.e. an individual's offer to an employer) created using the received inquiry data (abstract);

storing the user's lead (figure 5A) as a lead record (col. 6 line 35-41 and col. 39 line 61-67; i.e. all offers and/or rejections involving any and all jobs, employment positions, are recorded) in a database (10H);

monitoring (col. 6 lines 59-64 wherein Joao teaches monitoring related interactions between parties) information related to the lead record that is received by the processor (col. 9 lines 44-46 wherein Joao further teaches monitoring communications which take place between respective parties. In col. 4 lines 65-66, Joao teaches the communications may be e-mail. Therein, Joao may be interpreted to monitor received e-mails);

the lead (col. 23 line 26-34) record comprising information to provide the user (col. 11 line 45-53, i.e. an individual) with a status (col. 4 line 57-60 and col. 6 line 35-37) of the user's lead (figure 5A); and

communicating a user interface (drawing reference 20E; e.g. a display) accessible by the user (col. 11 line 45-53, i.e. an individual and col. 14 line59-60; i.e. an individual accessing their data) that visibly displays (figure 3, 20E) information from the lead record (col. 14 line 59-60; i.e. access to the individual's data in database 10H) and information related to the user's lead (figure 5A) received from one or more ancillary services (col. 22 line 51-53, col. 23 line 5-13).

Joao does not appear to expressly teach using the received information, dynamically creating by the processor, an action record each time an action to be taken in furtherance of the user's lead is identified; storing the action record in the database, the action record comprising information to provide the user with a status of the user's lead, and communicating a user interface accessible by the user that visibly displays information from the action record.

Chang, however, teaches monitoring received information (0092 and 0158) and using the received information (Fig. 10 drawing reference 901 wherein Chang receives an email), dynamically creating by the processor, an action record (0105 and Fig. 11 wherein Chang's system arranges an interview time using the received email by arranging an appointment) each time an action to be taken in furtherance of the user's lead is identified (Fig. 11; e.g. drawing reference 1101 wherein the e-mail is a request for an interview. An interview in respect to Joao is seen as an action to be taken in furtherance of a user's lead); storing the action record in the database (0105 and Fig. 11 drawing reference 1121 wherein the interview time is added to a schedule), the action record comprising information to provide the user with a status of the user's lead (fig. 11; e.g. an appointment (interview) is seen as a status), and communicating a user interface accessible by the user that visibly displays information from the action record (0106

wherein the interview time is shown to the user and further it is interpreted in respect to 0181 that a user can view their schedule).

Accordingly, in the same field of endeavor, (i.e. job searching), it would have been obvious to one of ordinary skill in the data processing art at the time of the present invention to combine the teachings of the cited references because the teachings of monitoring emails comprising interview requests and thereafter scheduling an interview as taught by Chang would have benefited Joao by giving a user a more convenient way of interacting with prospective employers. Furthermore, the teachings of Chang would have provided Joao with a better way to schedule interviews. Joao discloses such a need in col. 5 lines 23-26 wherein they desire to manage schedules for an individual including a job applicant.

With respect to claim 2, Joao teaches the method of claim 1, wherein the listing service is a web site having job postings listed thereon (col. 5 line 4-5, col. 29 line 9).

With respect to claim 6, Joao teaches the method of claim 1, wherein the listing service is a web site having auction items listed thereon (col. 32 line 37).

With respect to claim 7, Joao teaches the method of claim 1, wherein the ancillary service is electronic mail (col. 4 line 66).

With respect to claim 8, Joao teaches the method of claim 1, wherein the ancillary service is an advertising system (col. 6 line 29).

With respect to claim 10, Joao teaches the method of claim 1, wherein the ancillary service is a news system (col. 29 line 10-15).

With respect to claim 11, Joao teaches the method of claim 1, wherein the step of receiving inquiry data related to an initial inquiry of the user with the listing service further comprises:

receiving inquiry data (abstract) from an application operative on a computing device (figure 1) of the user (col. 11 line 45-53, i.e. an individual).

With respect to claim 12, Joao teaches the method of claim 1, wherein the steps of receiving inquiry data related to an inquiry of a user with a listing service and creating a user's lead to be pursued by the user that makes the inquiry with the listing service, the user's lead being created using the received inquiry data further comprise:

receiving inquiry data (abstract) from a user computer at the listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100);

capturing the inquiry data (abstract) at the listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100);

at the listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100);

making a remote procedure call to access an application programming interface from the listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100) to a tracking system (col. 6 line 36-36) operative with programming to create the user's lead record (col. 6 line

35-41 and col. 39 line 61-67); i.e. all offers and/or rejections involving any and all jobs, employment positions, are recorded);

transmitting the inquiry data to the tracking system from the listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100); and

creating a user's lead (col. 4 line 57-60, col. 5 line 20-23, col. 6 line 35-40, i.e. an individuals offer to an employer) to be pursued (col. 23 line 53-67, col. 24 line 1-7) by the user (col. 11 line 45-53, i.e. an individual) that makes the inquiry with the listing service, the user's lead being created using the received inquiry data (abstract);

With respect to claim 13, Joao teaches A method comprising:

receiving inquiry data (abstract) from a user computer (drawing reference 20) at a listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100) about a listing (e.g. a job) posted by an entity (col. 5 line 4; e.g. hiring entities) other than the user;

capturing the inquiry data (abstract) at the listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100);

transmitting the inquiry data to the tracking system from the listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100);

creating, by a processor (10) a user's lead (col. 4 line 57-60, col. 5 line 20-23, col. 6 line 35-40, i.e. an individuals offer to an employer) in response to the user's inquiry (col. 22 line 13-19 and figure 5A; i.e. information such as resume and/or any other pertinent data that is obtained and stored in database 10H), the user's lead is to be pursued (col. 23 line 53-67, col. 24 line 1-7) by the user that makes the inquiry (col. 22 line 54-58; i.e. a decision to apply for a job) with the

listing service (100), the user's lead being (col. 5 line 20-23, col. 6 line 35-40, i.e. an individual's

offer to an employer) created using the received inquiry data (abstract);

storing the user's lead as a lead record (col. 6 line 42-44) in a database (drawing

reference (10H);

monitoring (col. 6 lines 59-64 wherein Joao teaches monitoring related interactions

between parties) information related to the lead record that is received by the processor (col. 9

lines 44-46 wherein Joao further teaches monitoring communications which take place between

respective parties. In col. 4 lines 65-66, Joao teaches the communications may be e-mail.

Therein, Joao may be interpreted to monitor received e-mails);

the lead record (col. 23 line 26-34) comprising information to provide the user (col. 11

line 45-53, i.e. an individual) with a status (col. 4 line 57-60) of the user's lead (figure 5A); and

communicating a user interface (drawing reference 20E) accessible by the user (col. 11

line 45-53, i.e. an individual and col. 14 line59-60; i.e. an individual accessing their data) that

visibly displays information from the lead record (col. 14 line 59-60; i.e. access to the

individual's data in database 10H) record and information related to the user's lead (figure 5A)

received from one or more ancillary services (col. 22 line 51-53, col. 23 line 5-13).

Joao does not appear to expressly teach using the received information, dynamically

creating by the processor, an action record each time an action to be taken in furtherance of the

user's lead is identified; storing the action record in the database, the action record comprising

information to provide the user with a status of the user's lead, and communicating a user

interface accessible by the user that visibly displays information from the action record.

Chang, however, teaches monitoring received information (0092 and 0158) and using the received information (Fig. 10 drawing reference 901 wherein Chang receives an email), dynamically creating by the processor, an action record (0105 and Fig. 11 wherein Chang's system arranges an interview time using the received email by arranging an appointment) each time an action to be taken in furtherance of the user's lead is identified (Fig. 11; e.g. drawing reference 1101 wherein the e-mail is a request for an interview. An interview in respect to Joao is seen as an action to be taken in furtherance of a user's lead); storing the action record in the database (0105 and Fig. 11 drawing reference 1121 wherein the interview time is added to a schedule), the action record comprising information to provide the user with a status of the user's lead (fig. 11; e.g. an appointment (interview) is seen as a status), and communicating a user interface accessible by the user that visibly displays information from the action record (0106 wherein the interview time is shown to the user and further it is interpreted in respect to 0181 that a user can view their schedule).

Accordingly, In the same field of endeavor, (i.e. job searching), it would have been obvious to one of ordinary skill in the data processing art at the time of the present invention to combine the teachings of the cited references because the teachings of monitoring emails comprising interview requests and thereafter scheduling an interview as taught by Chang would have benefited Joao by giving a user a more convenient way of interacting with prospective employers. Furthermore, the teachings of Chang would have provided Joao with a better way to schedule interviews. Joao discloses such a need in col. 5 lines 23-26 wherein they desire to manage schedules for an individual including a job applicant.

With respect to claim 14, Joao teaches A system comprising:

a server system (drawing reference 10) accessible via one or more networks (figure 1) by one or more computing devices (drawing references 20, 30) of a user (drawing reference 20) and capable of communicating with one or more listing services (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100) via one or more of the networks (figure 1);

a database system (drawing reference 10H) in communication with the server system (figures 12-4);

the server system (drawing reference 10) comprising programming (col. 6 line 14-16) to receive data from the listing services (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100) related to an inquiry by a user about a listing (e.g. a job) posted with a listing service (100) by an entity (col. 5 line 4; e.g. hiring entities) other than the user (col. 4 line 35-47; i.e. an individual wishing to apply for the job), generate a user's lead (col. 5 line 20-23, col. 6 line 35-40, i.e. an individual's offer to an employer and col. 22 line 57-58; an individual's applying for a job) in response to the user's inquiry (col. 22 line 13-19 and figure 5A; i.e. information such as resume and/or any other pertinent data that is obtained and stored in database 10H), the user's lead (offer) is to be pursued by the user (col. 11 line 45-53, i.e. an individual, prospective employee, applicant etc…) that makes the inquiry (col. 22 line 54-58; i.e. a decision to apply for a job) with the listing service (100), the user's lead being (col. 5 line 20-23, col. 6 line 35-40, i.e. an individual's offer to an employer) created using the data received from the listing services (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100; i.e. employers posting or listing jobs with apparatus 100 describes a listing service), and store the user's lead as a lead record in the database system (10H);

wherein the server system further includes programming (col. 6 line 14-16) to communicate a user interface (drawing reference 20E) accessible to the user that comprises a summary (col. 24 line 22-49; i.e. Joao discloses recording information up to a point of interaction between an individual and employer) of the user's (col. 11 line 45-53, i.e. an individual) lead (col. 23 line 26-34);

wherein the server system further comprises programming (col. 6 line 14-16) to interact with at least one ancillary service system (col. 22 line 51-53, col. 23 line 5-13) and provide information generated or received into the ancillary service system (col. 22 line 51-53, col. 23 line 5-13) to the user (col. 11 line 45-53, i.e. an individual); and

wherein the server system further includes programming (Fig. 10) to monitor (col. 6 lines 59-64 wherein Joao teaches monitoring related interactions between parties) information related to the lead record (col. 9 lines 44-46 wherein Joao further teaches monitoring communications which take place between respective parties. In col. 4 lines 65-66, Joao teaches the communications may be e-mail. Therein, Joao may be interpreted to monitor received e-mails);

the lead (col. 23 line 26-34) comprising information to provide the user (col. 11 line 45-53, i.e. an individual) with a status (col. 4 line 57-60) of the user's lead (figure 5A).

Joao does not appear to expressly teach wherein the server system further includes programming to receive action data corresponding to an action to be taken in furtherance of the user's lead, using the received information, dynamically generate an action record, store the action record in the database system, and provide information about the action record to the user, the action record comprising information to provide the user with a status of the user's lead.

Chang, however, teaches monitoring received information (0092 and 0158) and programming to receive action data corresponding to an action to be taken in furtherance of the user's lead (Fig. 10 drawing reference 901 wherein Chang receives an email requesting to arrange an interview), using the received information, dynamically generate an action record (0105 and Fig. 11 wherein Chang's system arranges an interview time using the received email by arranging an appointment), store the action record in the database system (0105 and Fig. 11 drawing reference 1121 wherein the interview time is added to a schedule), and provide information about the action record to the user (0106 wherein the interview time is shown to the user and further it is interpreted in respect to 0181 that a user can view their schedule), the action record comprising information to provide the user with a status of the user's lead (fig. 11; e.g. an appointment (interview) is seen as a status).

Accordingly, in the same field of endeavor, (i.e. job searching), it would have been obvious to one of ordinary skill in the data processing art at the time of the present invention to combine the teachings of the cited references because the teachings of monitoring emails comprising interview requests and thereafter scheduling an interview as taught by Chang would have benefited Joao by giving a user a more convenient way of interacting with prospective employers. Furthermore, the teachings of Chang would have provided Joao with a better way to schedule interviews. Joao discloses such a need in col. 5 lines 23-26 wherein they desire to manage schedules for an individual including a job applicant.

With respect to claim 15, Joao teaches A tracking system comprising:

a server-side component (drawing reference 10) operative on a server system (drawing reference 100) capable of communication with a network (figure 1), the server-side component (drawing reference 10) comprising programming to:

receive inquiry data (abstract) related to an inquiry (i.e. job search, abstract) of a user (col. 11 line 45-53, i.e. an individual) with a listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100) about a listing (e.g. a job) posted by an entity (col. 5 line 4; e.g. hiring entities) other than the user (col. 4 line 35-47; i.e. an individual wishing to apply for the job);

create a user's lead (col. 5 line 20-23, col. 6 line 35-40, i.e. an individual's offer to an employer and col. 22 line 57-58; an individual's applying for a job) in response to the user's inquiry (col. 22 line 13-19 and figure 5A; i.e. information such as resume and/or any other pertinent data that is obtained and stored in database 10H), the user's lead is to be pursued (col. 6 line 36; tracking all offers and col. 23 line 65-66) by the user (col. 11 line 45-53, i.e. an individual, prospective employee, applicant etc...) that makes the inquiry (col. 22 line 54-58; i.e. a decision to apply for a job) with the listing service (100), the user's lead being (col. 5 line 20-23, col. 6 line 35-40, i.e. an individual's offer to an employer) created using the received inquiry data (abstract);

communicate a user interface (drawing reference 20E) accessible to the user (col. 11 line 45-53, i.e. an individual) that visibly displays a summary (col. 24 line 22-49; i.e. Joao discloses recording information up to a point of interaction between an individual and employer) of the user's (col. 11 line 45-53, i.e. an individual) lead (col. 23 line 26-34);

interact with at least one ancillary service system (col. 22 line 51-53, col. 23 line 5-13) and provide information generated or received into the ancillary service system (col. 22 line 51-53, col. 23 line 5-13) to the user (col. 11 line 45-53, i.e. an individual);

monitor (col. 6 lines 59-64 wherein Joao teaches monitoring related interactions between parties) information related to the lead record that is received by the processor (col. 9 lines 44-46 wherein Joao further teaches monitoring communications which take place between respective parties. In col. 4 lines 65-66, Joao teaches the communications may be e-mail. Therein, Joao may be interpreted to monitor received e-mails).

Joao does not appear to expressly teach using the received information and using the received information, dynamically generate and store an action record each time an action to be taken in further of user's lead is identified using information from the lead record, and provide information from the action record to the user, the lead and action records comprising information to provide the user with a status of the user's lead.

Chang, however, teaches monitoring received information (0092 and 0158) and using the received information (Fig. 10 drawing reference 901 wherein Chang receives an email), dynamically generate (0105 and Fig. 11 wherein Chang's system arranges an interview time using the received email by arranging an appointment) and store (0105 and Fig. 11 drawing reference 1121 wherein the interview time is added to a schedule) an action record each time an action to be taken in further of user's lead is identified (Fig. 11; e.g. drawing reference 1101 wherein the e-mail is a request for an interview. An interview in respect to Joao is seen as an action to be taken in furtherance of a user's lead), and provide information from the action record to the user, the lead and action records) using information from the lead record (0106; e.g.

information concerning the job seeker is interpreted as included in the schedule) comprising information to provide the user with a status of the user's lead (fig. 11; e.g. an appointment (interview) is seen as a status).

Accordingly, in the same field of endeavor, (i.e. job searching), it would have been obvious to one of ordinary skill in the data processing art at the time of the present invention to combine the teachings of the cited references because the teachings of monitoring emails comprising interview requests and thereafter scheduling an interview as taught by Chang would have benefited Joao by giving a user a more convenient way of interacting with prospective employers. Furthermore, the teachings of Chang would have provided Joao with a better way to schedule interviews. Joao discloses such a need in col. 5 lines 23-26 wherein they desire to manage schedules for an individual including a job applicant.

Claims 3-5 are rejected under 35 U.S.C. 103(a) as being unpatentable over Joao and Chang as applied to claims 1-2, 6-8, and 10-15 in view of Rinebold et al. ('Rinebold' hereafter) U.S. Patent 6,968,513 B1.

With respect to claim 3, Joao/Chang fails to explicitly teach wherein the listing service is a web site having personal ads listed thereon.

Rinebold, however, teaches wherein the listing service is a web site having personal ads listed thereon (abstract, figure 10A-10C, i.e. self postings) to enable on-line users to view business listings.

In the same field of endeavor, (i.e. listing services), it would have been obvious to one of ordinary skill in the data processing art at the time of the present invention to combine the teachings of the cited references because Rinebold would have given Joao/Chang an effective way to target users of the system for the benefit of an efficient job search. Rinebold discloses geographic targeting (col. 3 line 62-67) of users for organizing internet information based on geographic categories (col. 5 line 1-5), which Joao could have used to help a user efficiently locate a job (Joao at col. 4 line 42).

Similar claims 4-5 are rejected for the same rationale as the rejection of claim 3, as the web page of (10A) is a site having real estate postings and automobile postings. See also the abstract where Rinebold further teaches a website having classified listings.

Claim 9 is rejected under 35 U.S.C. 103(a) as being unpatentable over Joao/Chang as applied to claims 1-2, 6-8, and 10-15 in view of Wilkins et al. ('Wilkins' hereafter) U.S. Patent 6,868,389 B1.

With respect to claim 9 Joao fails to explicitly teach wherein the ancillary service is a road navigation system.

Wilkins, however, teaches wherein the ancillary service is a road navigation system (col. 10, line 56-65) to locate a listing.

In the same field of endeavor, (i.e. listing services), it would have been obvious to one of ordinary skill in the data processing art at the time of the present invention to combine the

teachings of the cited references because Wilkins would have given a user of Joao's system an efficient way to better locate a listing (Joao at col. 4 line 42).

Response to Arguments

Applicant's arguments with respect to claims 1 and 13-15 have been considered but are moot in view of the new ground(s) of rejection.

On page 8 of the remarks, Applicant submits that neither Joao nor Sciuk discloses monitoring information related to the lead record that is received by the processor, and using the received information, dynamically creating, by the processor, an action record each time an action to be taken in furtherance of the user's lead is identified. It is noted that Joao with Sciuk does not expressly describe the monitoring of lead related information that is received and using this information to generate an action record as specifically claimed.

As seen in the above rejection, however, Examiner submits that Joao in view of the newly cited Chang reference at least renders the above limitation obvious. In summary, Joao is seen to monitor interactions between respective parties (e.g. prospective employers and employees) by monitoring respective email communications. Therein monitoring information related to a lead (e.g. a prospective individual) is seen as disclosed by Joao; however, creating an action record using the received information each time in action to be taken in furtherance of the user's lead is identified as presently understood appears to lack in Joao. Therein, Chang is seen to teach this deficiency by monitoring emails that pertain to scheduling an interview and thereafter automatically scheduling an interview time.

Since, Chang is seen to teach an action to be taken in furtherance of a user's lead (e.g. an interview to happen between respective parties) wherein an interview is seen to further a lead that includes an offer to employer (as taught by Joao), Chang is respectfully submitted to teach the creation of an action record (i.e. scheduled appointment) using the received information (received email) as recited in the claims.

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

U.S. Patent 6,477,570 to Takayama et al. The subject matter disclosed therein pertains to the pending claims (i.e. Takayama discloses receiving an email and parsing its contents to generate an event; see Fig. 67).

Contact Information

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Robert M. Timblin whose telephone number is 571-272-5627. The examiner can normally be reached on M-Th 8:00-4:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John R. Cottingham can be reached on 571-272-7079. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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/ROBERT TIMBLIN/

Examiner, Art Unit 2167